IN THE CLAIMS

Please amend claims 171, 196, 229, 252-254, 261-268, 270-271, and 273 as follows:

--171. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said at least one machine recognizable feature has associated therewith a data link which is recognized by said <u>feature</u> recognition unit.

196. (CURRENTLY AMENDED) A system as defined in claim 181 wherein said "information superhighway" data link comprises a <u>radio frequency ("RF")</u> cellular network.

229. (CURRENTLY AMENDED) A system as defined in claim 228 wherein said service includes displaying promotional programming <u>material</u> on said display unit ~~of a user~~.

252. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said <u>feature</u> recognition unit is selected from a group consisting of a hand-held unit, a scanner, a bar code scanner, an optical code reader, an optical reader, a personal camera, a personal computer reader, a digital camera, a digital mouse and an optical mouse.

2

253. (CURRENTLY AMENDED) A system as defined in claim 252 wherein said *feature* recognition unit is linked to a personal computer.

5   254. (CURRENTLY AMENDED) A system as defined in claim 252 wherein said *feature* recognition unit is linked to a wireless interface.

261. (CURRENTLY AMENDED) A system as defined in claim 252

10 wherein said *feature* recognition unit is linked to a personal digital assistant.

262. (CURRENTLY AMENDED) A system as defined in claim 252 wherein said *feature* recognition unit is linked to an

15 Internet appliance.

263. (CURRENTLY AMENDED) A system as defined in claim 252 wherein said *feature* recognition unit is linked to a television set.

20

264. (CURRENTLY AMENDED) A system as defined in claim 252 wherein said *feature* recognition unit comprises a portion of a cellular telephone.

265. (CURRENTLY AMENDED) A system as defined in claim 252 wherein said _feature_ recognition unit comprises a portion of a personal digital assistant.

5   266. (CURRENTLY AMENDED) A system as defined in claim 252 wherein said _feature_ recognition unit comprises a portion of a remote control unit.

267. (CURRENTLY AMENDED) A system as defined in claim 252
10   wherein said _feature_ recognition unit comprises a portion of a handwriting implement.

15

20

268. (CURRENTLY AMENDED) A method of providing a user access to programming material, comprising the steps of:

imprinting a machine recognizable feature within a printed service directory;

5   scanning said machine recognizable feature of said printed service directory; and

transmitting data associated with said machine recognizable feature via a communication link to access said programming material, wherein said programming material is related to said printed service directory.

270. (CURRENTLY AMENDED) The method of claim 268 wherein said machine recognizable feature is selected from a group

15   consisting of bar code, universal product code, invisible bar code, magnetic code, printed character, symbol, icon, invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, digital

20   watermark, magnetic strip, code, analog pattern, and hieroglyphic character.

271. (CURRENTLY AMENDED) A method of providing a user access to supplemental programming material associated with a printed service directory, comprising the steps of:

imprinting a machine recognizable feature within said

5   printed service directory, wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material;

scanning said machine recognizable feature within said

10   printed service directory and downloading data indicative of said machine recognizable feature via the Internet to a remote server;

accessing programming material from said remote server; and

15   transmitting said programming material to said user allowing said user to perceive said programming material in a humanly perceivable form, wherein said programming material is related to said printed service directory.

20

6

273. (CURRENTLY AMENDED) The method of claim 271 wherein said machine recognizable feature is selected from a group consisting of a bar code, a universal product code, invisible bar code, magnetic code, printed character,

5 symbol, ~~icon,~~ invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, ~~digital watermark,~~ magnetic strip, code, analog pattern, and hieroglyphic character.--

10